



Week of April 8 – April 14, 2009

Sexual Assault Awareness Month

As part of a nationwide observance this month to raise awareness about one of the country's most under-reported crimes, Defense Department officials launched a new Web site and campaign April 3 that gives military members fresh initiatives and new teaching methods to prevent sexual assault.

The Web site and social marketing campaign focus heavily on bystander interventions, encouraging military members to take care of each other.

Key points of the campaign:

- The campaign's slogan is "Our strength is for defending"
- Much like the "Friends don't let friends drive drunk" slogan of the Mothers Against Drunk Driving nonprofit group, bystander intervention means anyone has the ability to stop sexual assault before it happens
- When out with friends and partying, don't leave friends alone
- If someone has had too much to drink, make sure the person gets home safely -- everyone has a duty to prevent sexual assault

Throughout April, officials at military installations around the globe are expected to host guest lecturers as well as hold education seminars, classes and various other events.

The awareness month campaign will provide military members and their leaders helpful tools to educate each other to enhance knowledge and awareness. Schedules of events and activities throughout the year as well as training tools and materials can be found on the new Web site at: <http://www.sapr.mil/>.

Find Airman's Roll Call Online Here: <http://www.af.mil/library/viewpoints/>

Airman's Roll Call is designed for supervisors at all levels to help keep Airmen informed on current issues, clear up confusion, dispel rumors, and provide additional face-to-face communication between supervisors and their teams.